

SPONSORSHIP OPPORTUNITIES 2019



Sunday 20 October to Wednesday 23 October 2019

AUSTRALIAN INTERNATIONAL MOVIE CONVENTION 2019

AIMC – Event Cinemas Pacific Fair, Gold Coast, Australia Sunday 20 October – Wednesday 23 October 2019

AIMC 2019's presentations, lunches and Trade Show will be at Event Cinemas Pacific Fair and the Networking Bar will be at The Sofitel Broadbeach, our Accommodation Partner. This pairing of venues brings all delegates together.

Presentations and film screenings will be seen by all delegates under one roof – at Event Cinemas Pac Fair.

Please find following several options to get involved and promote your products in an innovative and creative environment.

If you have additional thoughts not outlined below, just let us know. We welcome the opportunity to explore those ideas with you and bring your product promotion to life.



AUSTRALIAN INTERNATIONAL MOVIE CONVENTION 2019

The largest event of its kind in the Southern Hemisphere

The AIMC brings film industry exhibitors, distributors, producers and allied trades and suppliers together in one place for four days – and provides an opportunity for industry participants to make a smart investment in their businesses.

AIMC welcomes up to 1,000 attendees annually and provides the opportunity for industry delegates to network with key industry decision-makers and stakeholders; preview exclusive product presentations from the major Hollywood studios and independent distributors,

and get the latest insights into cinema products, innovations and trends.

The Convention hosts Film Premieres and advance screenings and features special guest presenters including filmmakers, actors and industry heavyweights.



WHO WILL BE THERE?

Major Distributors

Motion Picture Distributors Association of Australia (MPDAA) - Paramount Pictures, Sony Pictures Releasing, Universal Pictures, Walt Disney Studios and Roadshow Films.

Independents

Australian Independent Distributors Association members - Becker Film Group, Curious Film, Icon Film Distributors, Madman Entertainment, Palace Films, Pinnacle Films, Potential Films, Transmission Films, Rialto Distribution, Sharmill Films, Studio Canal and Umbrella Films.

Trade Affiliates

Industry suppliers - projection, audio, food & beverage, IT, lighting, auditorium fit out, catering, staff and more, Film Production Sector representatives, attendees from State and Federal funding bodies.

Profile of attendees

26% - Business Owners

36% - Senior Manager

20% - Division Manager

18% - Department Staff

PRODUCT TAKEOVERS

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The AIMC Coca-Cola Candy Bar is a thoroughfare and a destination of its own as delegates can help themselves to AIMC partner product such as drinks, popcorn, chocolate, lollies and ice-cream.

There are several merchandise prospects specific to your products.



POPCORN BOXES

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Branded popcorn boxes

Available for all delegates to scoop prior to sessions.

Includes a Candy Bar Display Feature with branded display poster.

\$2300

- ★ 5000 branded popcorn boxes
- ★ Candy Bar Display and poster

Price includes production and installation subject to qty. You just supply the artwork.



DRINK CUPS

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Branded drink cups

Available to all delegates to re-use during the convention and retain as a keepsake. Includes a Candy Bar Display Feature with branded display poster.

\$2700

- ★ Candy Bar Display and Poster
- ★ 5000 custom drink cups

Price includes production and installation subject to qty. You just supply the artwork.



BATHROOM MIRROR SIGNAGE

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Feature your product on all bathroom mirrors

Get noticed by every delegate. They won't be able to miss your branding.



\$2500

- ★ Over 20 mirrors in six locations to promote your product or film

Price includes production and installation subject to qty. You just supply the artwork.



COFFEE CUPS

AUSTRALIAN
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Branded reusable coffee cups

Promoting your product. Environmentally friendly and delegates get to keep them.

Includes a display at AIMC Registration.

\$5500

- ★ 800 branded coffee cups
- ★ Registration display

Price includes production and installation subject to qty. You just supply the artwork.



SILCONE WIDE BAND 50mm

BANNER DISPLAY

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Large Square Banner

4.3m Wide x 4.1m High

Dedicated banner located to the right of the Gold Class Entrance.

\$2260

- ★ Prime placement of your film or product
- ★ Includes production and installation



BANNER DISPLAY



Large Rectangle Banner

8m Wide x 1.2m High

Dedicated banners located above cinemas 7 and 8 and in main cinema foyer

\$1620

- ★ Prime placement of your film or product
- ★ Includes production and installation



MODULE DISPLAY

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Stand Alone Modules

Dedicated modules in prominent position

\$840

- ★ Prime placement of your film or product
- ★ Includes production and installation



COCA-COLA GALA DINNER THEME

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This presents Film Distributors a fabulous opportunity to design the GALA DINNER in a film theme and own the style of the night across staging, entertainment and food.

Costs are dependent on level of styling and opportunities.

Please contact Sonia Deakin to discuss.

sonia.deakin@movieconvention.com.au

or call **0423 097 494**.





Hanging Garland from Ceiling

Dedicated placement in cinema foyer of garlands hanging from ceiling

\$500

★ 3-day placement of provided item

** Custom make on application through Exhibitor Craft. These sponsorships are over and above creative displays installed by film distributors prior to, during and post their presentations.



Creative Film Standee or Display

Dedicated placement in cinema foyer of promotional asset/display such as giant film character/game machines etc.

\$800

★ 3-day placement of provided item

** These sponsorships are over and above creative displays installed by film distributors prior to, during and post their presentations. Location determined on Sunday 20 October 2019. All attempts will be made to place the display/standee in the most visible location.

Giant Floor Decal/Decals

Dedicated placement in cinema foyer of
giant floor sticker/s

\$1410

- ★ 3-day placement of giant floor sticker located at entry (includes production and installation)

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DIGITAL FOYER SCREENS

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Your film/product will be featured on 13 digital screens located throughout the cinema foyer. The content can be a mix of Trailers, Still images, B-roll, Interviews and Filmed Messages.

A document featuring display times and content sizes will be available in July. This will provide details of which content will appear on which screen at what time as well as tech specs required for each piece of content.

***The exception to the above is when individual film distributors are hosting their presentations, some of the above screens will exclusively feature their product prior to their presentation

NETWORK BAR TAKEOVER OR THEMING

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Rename the bar in your product, service or a film

Brand the bar in your name. Take over the digital screens, walls and table toppers. Host activities, book a band - the bar is yours to style.

\$800

★ Plus production and styling



CINEMA TAKEOVER

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Showcase your product on the BIG SCREEN in your exclusive cinema and highlight your technology in the environment it is designed for.

Host delegates exclusively and schedule presentations around the formal convention schedule to allow maximum attendance. Includes digital sign promoting your cinema.

With four cinemas available, it will be first in first served.

\$3000

- ★ One cinema for 3 days
- ★ Digital signage

*The above opportunity is only available to Trade Show Exhibitors and Promotional Partners. This opportunity is not available as a stand-alone offer.



CINEMA PRESENTATION

WEDNESDAY 23 OCTOBER DURING 10AM SESSION

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GET SEEN on the BIG SCREEN

Present your product and/or service to your dedicated audience during your individual presentation.

During the 10am presentation on Wednesday 23 October you will have a 10 minute timeslot prior to the screening to present to the audience using the big screen and the cinema environment. All audio/visual provided – just produce your presentation materials.

\$1000

- ★ 1 x 10 minute presentation
- ★ Digital signage
- ★ Inclusion in an EDM announcing the presentations

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DELEGATE REGISTRATION BAGS

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Delegate Satchels

Complimentary for promotional partners to use the official convention Delegate Satchels to deliver company literature, samples and promotional items to all delegates.

\$1000

★ Stand-alone offer for 650 units

**This opportunity is available complimentary to all sponsors and Trade Show Exhibitors



DEDICATED EDM

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BRAND your individual Electronic Direct Mail and communicate with all delegates

We can create and distribute an exclusive EDM for you to promote your product/service/upcoming presentation or post presentation.

\$800

★ per EDM (If you provide the EDM as a final file)

\$1000

★ per EDM (If you require us to create and design)

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DISTRIBUTOR PRESENTATION GIFT BAGS

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To streamline the process for film distributors wishing to provide gift bags to delegates prior, during or post their screening, we have a freight, packing and return service available.

\$700 for packing

- ★ Freight costs to be confirmed upon qty
- Exhibitor Craft (Mick McDonnell & Team) will collect your items, deliver them to Event Cinemas Gold Coast, pack the bags and return leftover merchandise to you.

No need to organise couriers and delivery, packing and the headache of getting all the product and leftover bags back to your office. We offer a one-stop-shop!



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Our aim is to make sure you get the most out of the convention for your product or services and we are here to make that happen.

If you would like to book any of these opportunities or have some ideas of your own please let us know.

We look forward to working with you.

CONTACT: Sonia Deakin

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